

CHAPTER 11

THE POLITICAL SYSTEM

TEST, FORM B

REVIEWING FACTS (3 points each)

In the space provided, write the term from the list below that matches each description. There are two extra terms in the list.

name-calling
card stacking
plain-folks appeal
political action committee

sample
poll
glittering generalities
opinion

bandwagon
revealed
propaganda
pressure group

- _____ 1. Portion of the public included in a poll
- _____ 2. Words that sound good but have little meaning
- _____ 3. Propaganda technique that appeals to people's desire to do what other people are doing
- _____ 4. Type of propaganda that openly attempts to influence people
- _____ 5. Political arm of an interest group that collects voluntary contributions from members to fund candidates and parties it favors
- _____ 6. Survey taken to measure public opinion
- _____ 7. Another term for an interest group
- _____ 8. Propaganda technique that uses facts in a slanted way to favor a product, idea, or candidate
- _____ 9. Propaganda technique that uses an unpleasant label to harm a person, group, or product
- _____ 10. Propaganda technique used by candidates to appear to be ordinary people

IDENTIFYING IDEAS (3 points each)

In the space provided, write the term that is identified by each statement.

- _____ 1. Type of interest group that promotes the interests of the general public rather than just one part of it
- _____ 2. Ideas used to influence people
- _____ 3. What a person believes to be true
- _____ 4. Type of propaganda presented as fact and whose source is kept secret
- _____ 5. First and most important influence on children
- _____ 6. Forms of communication that transmit information to large numbers of people
- _____ 7. Person who works without pay to help others
- _____ 8. Person paid to represent an interest group's view
- _____ 9. Total of all the opinions held concerning an issue

(continued)

10. Organization of people with a common interest that tries to influence government

UNDERSTANDING IDEAS (3 points each)

For each of the following, write the letter of the *best* choice in the space provided.

- | | |
|---|--|
| <p>1. Advertisers tend to</p> <ul style="list-style-type: none"> a. use concealed propaganda. b. use revealed propaganda. c. avoid using propaganda. d. hire lobbyists. | <p>6. Lobbyists work for</p> <ul style="list-style-type: none"> a. the public. b. the government. c. interest groups. d. public officials. |
| <p>2. Public opinion is influenced</p> <ul style="list-style-type: none"> a. by many sources. b. primarily by public interest groups. c. mostly through advertising. d. almost completely by lobbyists. | <p>7. Interest groups differ from political parties in that</p> <ul style="list-style-type: none"> a. they do not concentrate on influencing government policy, and political parties do. b. they concentrate on influencing government policy, and political parties concentrate on electing candidates. c. they use propaganda, and political parties avoid using propaganda. d. there is no difference. |
| <p>3. Which of the following is an example of a good public opinion poll question?</p> <ul style="list-style-type: none"> a. "Why do you think the president is doing such a bad job?" b. "Why do you think the president is doing such a good job?" c. "Why is the president doing such a bad job?" d. "Do you think the president is doing a good job, a fair job, or a bad job?" | <p>8. Polls that measure public opinion are used by</p> <ul style="list-style-type: none"> a. interest groups. b. political parties. c. public officials. d. all of the above. |
| <p>4. If a musician you like endorses a brand of clothing, you know</p> <ul style="list-style-type: none"> a. that you will like that brand. b. that the musician wears that brand. c. that the musician was probably paid to sell that brand. d. all of the above. | <p>9. A candidate tells the public that he is like many people—he owns one 10-year-old car. He does not tell the public that this car is a luxury car. Which two propaganda techniques is he using?</p> <ul style="list-style-type: none"> a. plain-folks appeal and card stacking b. testimonial and card stacking c. name-calling and bandwagon d. bandwagon and testimonial |
| <p>5. Political action committees were formed to</p> <ul style="list-style-type: none"> a. allow interest groups to pay lobbyists. b. assign volunteers to groups that need them. c. allow interest groups to contribute money to candidates and campaigns. d. fund the mass media. | <p>10. It is important to vote because voting is</p> <ul style="list-style-type: none"> a. required by law. b. required by the Constitution. c. vital to U.S. democracy. d. encouraged by the president. |

COMPOSING AN ESSAY (10 points)

On a separate sheet of paper, write a brief essay in response to *one* of the following.

1. Describe the various kinds of interest groups that exist in the United States today.
2. Explain how lobbyists help interest groups and public officials.